

**Subject:** Re: Petition packet preparation - Instructions, Part I  
**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** 05/10/2017 11:05 AM  
**To:** Tara Devine <tara@devine-strategies.com>  
**CC:** Robert Buente <bbuente@1010dev.org>, Katie Kiefer <katie@southpark.la>

Hi Tara,

Thanks for this information. We will purchase the materials you listed below today and will begin to print the following:

1. SPBID return address on the return labels
2. Who May Sign doc
3. MDP Summary\*
4. My cover letter
5. SBPID one pager

\* Can you please send to us today?

OPEN QUESTIONS:

1. We would like to understand the process for creating the petitions themselves. Can we get on a call before Friday to discuss?
2. Any chance you're available on Thursday instead of Friday? Every hour counts.

Thanks,

Ellen

From: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
Date: Tuesday, May 9, 2017 at 10:46 PM  
To: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

Cc: Robert Buente [<bbuente@1010dev.org>](mailto:bbuente@1010dev.org)

Subject: Petition packet preparation - Instructions, Part I

Several months ago, I furnished you with an example petition packet (I believe it was the one used for SPII.) I recommend you view/print a copy of it as you go through this email. It will help you to understand how the supplies correspond to the documents. You do not have to use the supplies I suggest, but I suggest them based on our experience preparing or overseeing many such petition packages. They work well/things will go smoothly/minimize issues and delays for you. If you vary from these, tell me what you substituted so I can try to foresee any issues we might have and avoid delays. Quantities stated should be sufficient with some extras for a reasonable amount of reprints. Quantities are intentionally higher on a few items (2500 vs 2000) as these are the items that are most likely to incur printing errors, printer jams, etc.

#### Office supply list

- 1) 2500 sheets of yellow paper (recommended for mailed petitions - it really helps the most important document stand out.) We will be furnishing the petition file in PDF format for printing on this paper. I specifically recommend Neenah Astrobrights Solar Yellow, 24 lb. (500 sheets per ream) readily available from Office Depot, Amazon and most other places.
- 2) 2500 sheets of any type of light colored paper, whatever is easiest/cheapest. I usually use some sort of light pastel pink, green, blue, orange color. This will be used for the "Who May Sign page" that accompanies the petition. It should stand out in the packet, but less so than the yellow paper for the petition.
- 3) 2500 extra-large mailing labels - some addresses or owner names are painfully long; using large labels eliminates most of the time you have to waste formatting them to fit the label. I specifically recommend Avery 58163, which usually come in 250 per package. This is a slightly more expensive mailing label but worth the expense. They are 2"x4" and also repositionable in case of errors that do tend to happen, such as slapping one on the wrong envelope (having to reprint individual labels is another big time-wasting activity.) If you purchase a different label, you must tell me by Friday so we produce the labels in the correct template.
- 4) At least 4 boxes of 8" x 11" standard white copy paper - we may not use all of this, but it won't go to waste - better to have too much than too little
- 5) Lots of staples for the copier/printer. 10,000 recommended - we may not use all of this, but it won't go to waste - better to have too much than too little
- 6) Extra copier/printer toner. Most documents will be B&W. Minor color. I cannot advise you on quantity, but I suggest loading up unless you can get it quickly on demand (same day/next day.) - we may not use all of this, but it won't go to waste - better to have too much than too little
- 7) 2000 or more plain white or manila (you pick) envelopes size 9" x 12". These will hold the entire petition packet. Unless you have a business USPS account, you will pay for postage on these when you take the completed packets to the post office (based on weight.) We don't need 2500 because errors will be few due to using the repositionable labels I suggested above. Side note/recommendation: Once the packets are complete, you will want to send at least two people (and at least one with a strong back!) to USPS to deliver the completed packets to USPS (due to the sheer volume/weight of packets for this BID.)
- 8) 2500 or more plain white or manila envelopes 4 1/8 x 9 1/2 (#10.) These are the return envelopes for people to return the petitions.

9) 2000 regular stamps - ideally something fairly generic/non-religious/non-ethic /non-cutesy like the American Flag or similar (we want to aim for something professional and inoffensive.) These will go on the return envelopes that we enclose in each packet. We want to make it easy for people to return the petition. Not providing a stamp is an impediment. The return envelope will only contain the signed petition; a regular stamp is sufficient postage. Caveat: If you have set up or wish to set up a business postal account, you would pay for the account, but then only pay for actual returned business mail. Unless you do large mailings often, a business postal account may not make sense for you - it may be easier just to eat the cost of the stamps (yes, some will be wasted), but it's your call.

Two documents to prep that you can begin immediately once supplied:

1. Take #8 above and print the following address on 2000 of them (reserve the other 500 to cover errors/reprints):

South Park/South Park II BID Renewal Steering Committee  
1100 S. Flower St., Suite 3400  
Los Angeles, CA 90015

These are the envelopes in which the petitions will be returned.

I recommend you wait to affix the stamps until we can finish the petition file/mailing labels and know exactly how many initial pieces will be mailed. (We may end up with fewer than 2,000 mailed pieces to start, and you can save and use the rest as you go for re-mailings.)

2. Take #2 above and print 2000 copies of the attached "Who May Sign" document.

I will send another email tomorrow with additional documents to print, along with instructions as needed. (e.g. I must review the docs you sent today, and prep our MDP summary, etc.)

If you have questions on the above, it will  
really  
help me if you can compile them and send them  
to me  
in one shot.

That way my  
reply is equally thorough and  
neither of us have an unholy slew of emails to sift through for the information  
we seek.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293  
Los Angeles, CA 90015

310.430.5121 <tel:(310)%20430-5121>

[tara@devine-strategies.com](mailto:tara@devine-strategies.com) <mailto:tara@devine-strategies.com>

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